


Eastern University

UGC & Government Approved



Executive MBA Program

Faculty of Business Administration

House # 3, Road # 3, Dhanmondi R/A, Dhaka-1205 Tel : 9677523, 8621419

Admission Office

House # 15/2, Road # 3, Dhanmondi R/A, Dhaka-1205, Tel : 9676031-5, Fax : 9675981

Email : info@easternuni.edu.bd, Web-site : www.easternuni.edu.bd

Eastern University

Eastern University was established in 2003 under the Private University Act 1992, as amended in 1998. The vision of Eastern University is to become a leading University in South Asia in its chosen fields of higher education. Its mission is to be a "Center of Excellence" by setting a new standard of quality teaching and quality education in Bangladesh, keeping in view the challenges of the 21st century. Its goal is to produce future leaders with knowledge and skills essential for leadership in country's private and public sector enterprises in the increasingly competitive and globalized environment. The University has four Faculties-Arts, Business, Law and Engineering & Technology. The Faculties offer undergraduate and graduate programs.

Faculty of Business Administration

The Faculty of Business Administration strives to contribute to the national development by developing managerial manpower through its academic programs. With a student population of over 1000 it is the largest faculty of the University. Among the three programs, BBA has the highest number (1000+) of students. The Faculty has over 45 full time and part time teachers. It is headed by the Dean. The faculty is located in House No. 31/A, Road no. 8, Dhanmondi R/A, Dhaka. It has all the required facilities for students, faculty and staff. The class rooms supplied with modern teaching equipment facilitate effective learning of the students. The two computer labs cater to the computing needs of the students from 9 am to 9 pm. The photocopying services and the cafeteria also remain open till 9 pm.

Executive MBA Program

The Executive MBA Program of Eastern University offers a unique opportunity for the managers, executives and professionals to upgrade their managerial skill and to improve their professional expertise. This is a multidisciplinary professional graduate program designed for managers of all levels from both local and multinational organizations.

Features of the Executive MBA Program

The Executive MBA Program consists of 14 courses. Each course carries 3 credit hours and therefore the total credit hours is 42. If a student takes three courses per semester, s/he can complete the program in five semesters. However, if a student has a full time job, s/he is advised to take two courses per semester. Students who get course exemptions may complete the program in a shorter time. A student who had undergraduate or graduate courses similar to Executive MBA Program may be allowed exemption up to 6 (six) courses.

Classes are held in the afternoon and evening hours on the week ends to suit the convenience of the students. A student is required to attend at least 75% classes of each course. The faculty members for the MBA program are highly experienced senior teachers and all of them hold Ph.D degrees. The students-centred and interactive teaching methods make learning in the Executive MBA program an enjoyable and rewarding experience.

Modern teaching aides and equipment like Multi-media projectors, computer aided teaching techniques, air-conditioned class rooms, computer labs and offices and a very convenient location of the campus offer a pleasant, quiet, comfortable and congenial learning environment.

Admission

A candidate having a bachelor degree with at least two years of work experience are welcome to apply for admission. Candidates with master degrees get preference in admission. All candidates for admission are expected to have a strong commitment to study and succeed in developing themselves as professional managers. Admission form and further information are available from Admission Office, Eastern University, House 15/2, Road 3, Dhanmondi R/A, Dhaka-1205, Phone: 9676031-5, 01818212493, Fax: 9675981, E-mail: info@easternuni.edu.bd, Web: www.easternuni.edu.bd

Objectives of the Program

The Executive MBA Program of the Eastern University aims at broadening, upgrading and updating the knowledge base of business and management, and to enhance the managerial competence of the students so that they can pursue advancement in executive career in their present or prospective organization. The objectives of the program are to:

- develop managerial skills necessary for the executives to succeed in an increasingly complex business world;
- enhance the ability of the students to resolve managerial problems and identify business opportunities;
- enhance critical thinking and develop communication, interpersonal and leadership skills of the students to work effectively with others.
- expose them to diversity of managerial problems and issues in his own and other organizations and help them learn how to manage them.



Program Structure

Courses	No. of courses	Cre. hrs.	Total Cre. hrs.
Foundation Courses	8	3	24
Core Courses	3	3	9
Capstone Course	1	3	3
Concentration Courses	2	3	6
Total	14	3	42

Foundation Courses (Eight)

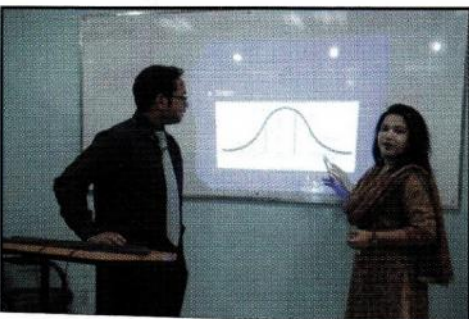
Course No.	Course Title	Cr. Hrs
MGT 501	Principles of Management	3
MAT 503	Business Mathematics	3
MIS 505	Computer Applications	3
ACT 507	Principles of Accounting	3
STS 509	Business Statistics	3
BUS 511	Business Communication	3
ECN 515	Managerial Economics	3
BUS 541	Advanced Research Methods	3

Major Concentration Courses (Any two)

The Eastern University offers four major (concentration) areas : Finance, Marketing, Human Resource Management and Management Information System. A student is required to take at least two courses from any of these areas.

Degree Requirements

A student must complete the program within a maximum period of 4 (four) years from the date of registration. To qualify for the MBA degree, a student has to pass all required courses individually, with a minimum Cumulative Grade Point Average (CGPA) of 2.50.



Fee Structure

Admission Fee	Tk. 11,250
Security deposit for Lab. & Library (refundable)	2,000
Registration Fee per semester	2,000
Course Fee (per credit hour)	2,200
Total Fees (42 credit hours in 5 semesters)	1,13,650

❖ Subject to Change

Core Courses (Any three)

Course No.	Course Title	Cr. Hrs
MKT 525	Marketing Management	3
FIN 527	Financial Management	3
HRM 517	Human Resource Mgt.	3
MGT 529	Operations Management	3
ACT 531	Management Control System	3
IBS 533	Global Business	3
MGT 523	Organizational Behavior	3

Capstone (Integrated) Courses (Any One)

Course No.	Course Title	Cr. Hrs
MGT 535	Strategic Management	3
MGT 537	Project Management	3



Teaching-Learning Approach

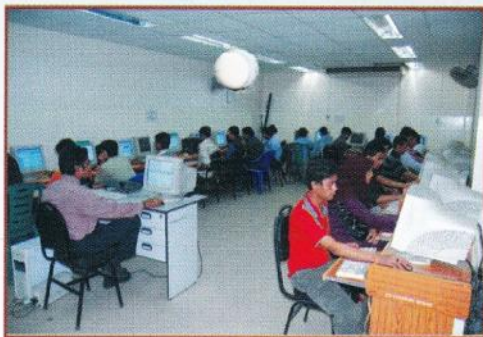
In addition to lecture-discussion, case study, film session, exercises etc., Project works are assigned in the student's own organizations. The project works help the organization solve selected problems and in the process the students improve their analytical and decision-making skills.

Faculty

The faculty for the MBA Program are drawn from academics, researchers and professionals. They include regular as well as adjunct faculty. They are selected on the basis of top most academic qualification, teaching effectiveness assessed by experts and students, student orientation and their commitment to teaching. A partial list of faculty is provided over leaf. The students of a course evaluate the performance of the course teacher with a pre-designed and tested questionnaire.

Tuition Fee Waiver

[Based on past results & for first two semesters only]		[Based on results of every semester]	
Results	Fee Waiver	CGPA	Fee Waiver
4 first div./class/Total GPA 14	100%	4.00	100%
3 first div./class/Total GPA 12.5	50%	3.85 to 3.99	30%
2 first div./class/Total GPA 10	10%	3.75 to 3.84	20%
		3.50 to 3.74	10%



Faculty Members

Professor Dr. Rahim B Talukdar

Ph. D (USA) MBA (USA)
M. Com, B. Com (Hons), DU
Former Director, IBA, D.U

Professor Dr. Abdur Rab

D.Sc (Belgrade), MBA (USA)
M.Com, B.Com (Hons), D.U
CMC (Australia)
Former Director, IBA, D.U

Dr. Serajul I. Bhuiyan

Ph. D (USA), MBA (USA), M.Sc. (AU)
Professor & Director of
Mass Communi. & Journalism
Lincoln University, USA
Visiting Professor

Dr. M. Sayedur Rahman

PH. D (Raj), M.Phil (UK), M.Sc., RU
Professor, Eastern University

Dr. Md. Shafiullah, PSC

PH. D (USA), MBA (IBA), M.Sc. DU
Associate Prof., Eastern University

Dr. A.K. Fazlul H. Shah

Ph. D, MBA, (USA)
M.A., and B.A. (Hons), M.Sc. (DU)
Prof., Marketing Department, D.U

Dr. A.K.M. Saiful Majid

Ph. D, (Germany), MBA (Germany)
M.Sc (Econ), Russia.
Professor & Chairman, BBA Program
IBA, University of Dhaka

Dr. ABM Shahidul Islam

Ph. D, University of Dhaka
M.Phil, (UK)
M. Com. B.Com (Hons), D.U
Professor, Marketing Dept. D.U

Dr. Khondoker Bazlul Hoque

Senior Fulbright Fellow, USA
Ph. D., Moscow, M. Com (DU)
Professor, Dept. of Management
University of Dhaka

Dr. Jahangir Alam

Ph. D, University of Dhaka
MBA, IBA, D.U, M.Sc, (RU)
Associate Prof., IBA, (DU)

Dr. Saroj Kumar Saha

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M. Com & B. Com (Hons), D.U
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University of Dhaka

Dr. M. Khairul Hossain

Ph. D., & M.Sc., (Moscow)
Professor, Depart. of Finance
University of Dhaka

Dr. M. Farid Ahmed

Ph. D, Japan, MBA Japan
M. Com, University of Dhaka
Prof., Dept. of Finance D.U

Dr. Kamal Uddin

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M. Com, & B.Com (Hons), D.U
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Depart. of Marketing, D.U

Dr. Mijanur Rahman

Ph. D, Aligarh University, India
M. Com, & B.Com (Hons), D.U
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Dr. Saker Ahmed

Ph. D., (Moscow), M.Sc. (Ukraine)
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Dr. Tanvir Ahmed Chowdhury

Ph. D., University of Pune, India
M. Com, & B.Com (Hons), D.U
Associate Professor,
East West University

Dr. Md. Serajul Islam

Ph. D. & MBA, (Belgium)
MA, Brussels (Belgium)
Professor,
Depart. of Manag. & Dean
Faculty of Bus. Studies, D.U

Dr. Masud Rahman

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M. Com, University of Dhaka
Prof., Dept. of Finance, D.U

Dr. Sujit R. Saha

Ph. D., R.U
M. Com, & B.Com (Hons)
Prof. & Director (Training)
BIBM, Dhaka

Dr. Mohammad Shorif Uddin

Ph. D., (Kyoto), M.Tech. ED, Japan
B.Sc. Engg. (BUET)
Prof. Dept. Computer Sc. & Engg.
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Dr. Ware Nawaz

Ph. D., (Finland), M.Phil, (Norway)
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